

ALPINE RECONTACT DIRECT MAIL BUDGET

	<u>170,000 Names</u>	<u>200,000 Names</u>
<u>Mailing Package</u>		
*Art, keyline, film	\$ 50,000	\$ 50,000
*Outer envelope closed face		
*Personalized coupon carrier		
*Laser imaging	83,890	93,200
*Lettershop		
*Computer Programming	3,500	3,500
*Brochure	7,810	8,130
*Reply envelope	5,440	5,700
1st class postage (25¢ each)	42,500	50,000
Freight	<u>1,350</u>	<u>1,500</u>
	\$194,490	\$212,030
 <u>Fulfillment (20% response)</u>	 <u>34,000 Names</u>	 <u>40,000 Names</u>
1st class reply postage	\$ 10,200	\$ 12,000
*Data entry/verification	8,840	10,400
Premium (\$4.00 each)	136,000	160,000
*Mailing of premium	23,800	28,000
3rd class postage-premium mailing	5,700	6,700
Coupon redemption	<u>326,400</u>	<u>384,000</u>
	\$510,940	\$601,100
 SWEEPSTAKES	 \$ 50,000	 \$ 50,000
COMMISSION	<u>34,992</u>	<u>37,340</u>
 TOTAL COST	 \$790,422	 \$900,470

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